



# Marketing mix

## Meditation Centre (Heiwa Meditation)

**Product:** In this case we speak of a service, not a product. This meditation centre is the perfect place to find some peace for yourself. A place where you don't have to worry for a moment. Heiwa means rest in Japanese. In addition to meditating, Heiwa Meditation also organizes retreats in Suderaka itself but also abroad.

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**Price:** With Heiwa Meditation you can follow 1 meditation session of 1 hour for only 72 RAKA, so 12 euros. If after the first session you find that it's really your thing, you can switch to a 10-turn card for example and for that you will pay 66 RAKA. For the retreat it depends where we are going, but on our website you will be able to see in time when a retreat will be organized and how much it will cost.

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**Place:** You can find our meditation centre in the capital of Suderaka itself. Therion is a busy city but when you get to the part where Heiwa Meditation is located you have the feeling that you are in a completely different city. Heiwa meditation is surrounded by a big forest. You can barely hear the bustle of the city. It's the perfect place for a meditation centre, many of our clients are people from the city of Therion itself who want to get away from their busy lives.

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**Promotion:** We are promoting this meditation centre through our social media channels for example Instaraka (instagram) and Pojka (Facebook). Of course our loyal clients will talk about it when they have had a good and bad experience, so it is up to us to serve our customers as best we can, so that they put in a positive word for us so that we can recruit new customers again. With some panels here and there with our meditation centre on it, we also get people acquainted with Heiwa meditation. Those are a few examples of how we will sell/offer our meditation centre to people, there are of course a lot of other ways we use.